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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
UTILITY PATENT APPLICATION TRANSMITTAL  
UNDER 37 CFR 1.53(b)

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| Address to:<br><br>Assistant Commissioner for<br>Patents<br><br>Box Patent Application<br><br>Washington, DC 20231 | Attorney Docket No.    | 50R4794   |
|  | Inventor(s)            | CHANG   |
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Title of Application:

**SYSTEM AND METHOD FOR BROADCAST ADVERTISING BACKGROUND OF THE INVENTION**

Transmitted with the patent application are the following:

- 1 Page(s) Transmittal form (plus one copy)
- 15 Page(s) Specification, claims, abstract
- 1 Page(s) Formal Drawings
- 4 Page(s) Declaration and Power of Attorney

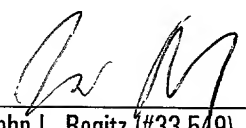
**EXPRESS MAIL CERTIFICATE**

*Respectfully submitted,*

I hereby certify that the above paper/fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated below and is addressed to the Assistant Commissioner for Patents, Washington, DC 20231

Date of Deposit: OCTOBER 29, 2001  
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